

use your sense when choosing scents . . .

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Experimental Cookery Sophomore

DO YOU want to be bewitchingly alluring, fascinate men and please women? Ever since the first female adorned herself with sweet-scented flowers or rubbed petals against her skin to extract their juices, it has been claimed that perfume will do all these things for you.

While we don't claim that perfume will turn you into a Madame Pompadour overnight, if used correctly it will make you a more interesting, feminine person.

Choosing a scent to match your personality is the most important aspect in perfume usage. You wouldn't buy a size 15 dress if you were a size 9. Neither would you buy a heavy, musk perfume if you were the active, outdoor type of girl. Below are listed some personality types and the scents each should use.

Young, unsophisticated teenager:

A light floral perfume, such as lavender, violet, rose or lily of the valley is best for her.

Athletic, outdoor girl:

She also wants a light floral perfume, such as those listed above.

Semi-sophisticated:

She will wear a heavy floral — carnation and jasmine as examples.

Sophisticated:

She should wear heavy, oriental perfume of the musk or smoky type.

Dynamic, strong person:

She needs a heavy floral or oriental scent. A strong personality demands a strong perfume.

Young matron:

She is more settled in life and probably has children. A heavy floral odor seems to fit her role best. Gardenia is often best for her.

Older woman:

By the time one is a grandmother, light floral perfumes are usually best. However, if Grandmother is a Marlene Dietrich she should by all means wear a musk or smoky perfume.

Used wrongly, perfume can be quite offensive. A musk perfume, for instance, used on an oily skin will change from "bewitching" to an odor of stale sauerkraut. Acid skins also change some perfumes for the worse. For this reason it is best to buy your perfume in small quantities and wear it a few weeks before deciding if it's for you.

A good perfume should give an odor for a whole evening. The strength of the perfume lies in the "fixer," which absorbs the scent but has no odor in itself. Ambergris is the most important substance used for this purpose. A "fixer" is found in all good perfumes, and therefore their odor will cling to you long after the application.

"Follow your nose" is a good thing to remember when choosing a scent. However, your nose will play tricks on you if certain precautions are not taken. For example, you should never smell perfume directly from the bottle since you will get mainly alcohol fumes. Rather, put a small amount on your wrist, let it evaporate and then test. It is advisable to try only three perfumes at one time since the olfactory senses tire quickly and all scents will begin to smell the same.

You should expect to pay considerably more for perfume than cologne, since the latter is a dilution of the former. The effects of

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perfume last longer and less is used, so it is usually considered more practical. The price ranges anywhere from \$2 to \$250 per ounce with about \$5 to \$12 the amount paid for most perfumes. For this you can get a good brand perfume that, with a few exceptions, is as good in quality as the more expensive bottles.

For the best effects for that special date of yours, apply your perfume sparingly on the elbows, behind the ears, at the wrists, or even on the hem of your skirt so the odor will float about you as you walk. Since the odor drifts upwards, tall girls should avoid putting it behind their ears. There's no use wasting the precious stuff on an unresponsive ceiling.

In the days when baths were few, perfume became a necessity as well as a luxury. No lady would consider stepping out before generously sprinkling herself with her favorite scent to hide the fact she hadn't bathed. The Romans used to climax their great feasts with showers of this liquid gold from the ceiling. It has been said that Nero burned more perfume on his wife's funeral pyre than all Arabia used in one year. The Bible in the 30th chapter of Exodus gives a formula for making perfume to be used for religious purposes. So important was perfume in those days that the King of Babylon commanded that everyone in his kingdom must bathe in its seductive waters.

While we prefer water for our baths now, perfume is still popular enough for 60,000 gallons to appear yearly on the American women's dressing tables. For this they pay 60 million dollars. That amounts to a powerful lot of smelling every year.

Cottons come with Spring



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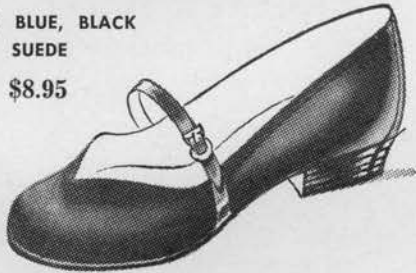
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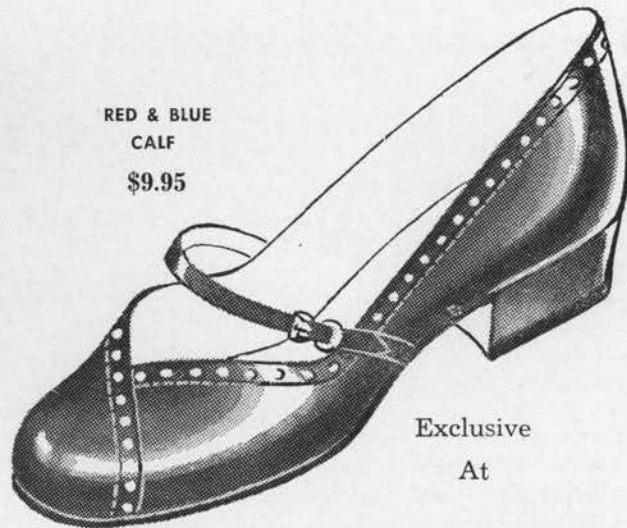
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